

SENATE BILL NO. 158

BY SENATOR B. GAUTREAUX AND REPRESENTATIVE HILL

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

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AN ACT

To amend and reenact R.S. 36:4(U), R.S. 43:111(A)(9), and R.S. 51:1317, 1318(A) and (D), and 1319(A)(1), (2), (3), (4), and (B)(5), relative to the Louisiana Retirement Development Commission; to change the name of the commission to the Encore Louisiana Commission; to provide that the commission shall market Louisiana to persons fifty years old and above; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 36:4(U) is hereby amended and reenacted to read as follows:

§4. Structure of executive branch of state government

A. In accordance with the provisions of Article IV, Section 1 and Article XIV, Section 6 of the Constitution of Louisiana, all offices, boards, commissions, agencies, and instrumentalities of the executive branch of state government, whether constitutional or statutory, and/or their functions, powers, duties, and responsibilities shall be allocated, either in the Act by which this Title was created or by legislation enacted subsequent thereto, within the departments listed in this Section, except as provided in Subsections B and C of this Section, and in order to comply with this constitutional mandate, the agencies of the executive branch of state government hereinafter enumerated, whether heretofore created by the constitution or by statute, and/or their functions, powers, duties, and responsibilities are allocated, in the manner hereinafter set forth in this Title, within the following designated departments:

* * *

U. The ~~Louisiana Retirement Development~~ **Encore Louisiana** Commission, as provided for in R.S. 51:1317 through 1319, shall be placed within the office of the lieutenant governor and shall exercise its powers, duties, and functions as provided by law.

* * *

1 Section 2. R.S. 43:111(A)(9) is hereby amended and reenacted to read as follows:

2 §111. Advertising; when prohibited and when authorized

3 A. The state, or any department, officer, board or commission shall not
4 expend any public funds for advertising in any newspaper, book, pamphlet,
5 periodical, or radio and television stations except as follows:

6 * * *

7 (9) Advertising by the ~~Louisiana Retirement Development~~ **Encore Louisiana**
8 Commission that is designed specifically to both increase the number of Louisianians
9 who remain in the state and to authorize the commission to distribute advertising
10 designed to promote Louisiana as a quality retirement state **for residents and**
11 **tourists in the fifty year old and above demographic.**

12 * * *

13 Section 3. R.S. 51:1317, 1318(A) and (D), and 1319(A)(1), (2), (3), (4), and (B)(5)
14 are hereby amended and reenacted to read as follows:

15 §1317. Legislative findings and determinations

16 A. Because the legislature recognizes the existence of an emerging retirement
17 industry **with the fifty year old and above demographic**, it finds that the state has
18 a role and responsibility in developing Louisiana as a ~~retirement community state~~
19 **desirable place of residence for this age cohort**. The legislature also recognizes
20 that retirees **residents and tourists fifty years old and above** spend a
21 disproportionate amount of their disposable income on goods and services, which in
22 turn creates new jobs. In addition, tax dollars generated from retirees' ~~these~~
23 provide a boost to state and local economies. The legislature also finds that major
24 aspects of this emerging retirement industry are related directly to both tourism and
25 economic development and that there should be a concerted effort by the state to
26 focus on or serve the growing retirement **fifty year old and above** market.

27 B. Because the ~~retirement industry~~ **fifty year old and above demographic**
28 is a potential source of economic growth for Louisiana, the legislature determines it
29 is necessary and essential to create the ~~Louisiana Retirement Development~~ **Encore**
30 **Louisiana** Commission to engage in developing, promoting, and marketing

1 Louisiana as a ~~retirement~~ destination **for residents and tourists fifty years old and**
2 **above.**

3 §1318. Creation of the ~~Louisiana Retirement Development~~ **Encore Louisiana**
4 Commission; domicile; composition; membership; officers; staff;
5 expenses; terms; quorum

6 A. The ~~Louisiana Retirement Development~~ **Encore Louisiana** Commission,
7 hereinafter referred to as the "commission", is hereby created as an agency of the
8 state in the office of the lieutenant governor. The commission shall be a body politic
9 and corporate entity with the power to sue and be sued. The commission shall be
10 domiciled in Baton Rouge.

11 * * *

12 D. All members shall be knowledgeable, interested, and active in developing,
13 marketing, and promoting Louisiana as a ~~retirement community state~~ **desirable**
14 **place of residency for persons fifty years old and above.**

15 * * *

16 §1319. Commission responsibilities and duties

17 A. The commission shall have the following responsibilities:

18 (1) Formulate, jointly with the office of the lieutenant governor, a strategic
19 plan, or any modifications thereto, ~~for retirement development~~ **attraction and**
20 **retention of persons fifty years old and above.**

21 (2) Monitor and evaluate ~~program~~ guidelines **for a designation program**
22 **that recognizes** ~~to award Louisiana~~ **assets and developments attractive to**
23 **residents and tourists fifty years old and above** communities with a "Livable
24 Louisiana Retirement Ready" seal of approval.

25 (3) Approve a marketing or communication strategy to promote Louisiana as
26 a ~~retirement~~ location or destination **for residents and tourists fifty years old and**
27 **above.**

28 (4) Research, study, and develop plans and programs designed to assist state
29 government, units of local government, private sector entities, and nonprofit entities
30 in developing Louisiana as a ~~retirement~~ destination **for residents and tourists fifty**

